

**WKYC**  
**EEO PUBLIC FILE REPORT**  
**May 21, 2011 - May 20, 2012**

**I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Multi Media Journalist	1, 3, 5, 7, 9-11, 14-16, 18, 22, 24, 26-28, 30-40, 42-45, 48-49, 52, 54-58, 60, 62-63	7
Multi Media Journalist	1, 3, 5, 7, 9-11, 14-16, 18, 22, 24, 26-28, 30-40, 42-45, 48-49, 52, 54-58, 60, 62-63	39
Sales Account Excecutive, Digital	1, 3, 7, 9-11, 14-15, 18, 22, 24, 26-27, 30-38, 40, 42-45, 48-49, 53-57, 62	62
Weekend Weather Anchor	1, 3-4, 7, 9-11, 14-15, 18, 21-22, 24, 26-27, 30-33, 35-38, 40, 42-45, 48-49, 52, 54-57, 62	21
Weekend Anchor	1, 3, 7, 9-11, 14-15, 18, 20, 22, 24, 26-27, 30-33, 35-40, 42-49, 52, 54-57, 62, 65	39
Sales Assistant	1, 3, 7, 9-10, 14-15, 18, 21-22, 24-27, 30-33, 35-38, 40, 42-45, 48-49, 53-57, 62	21
Sales Assistant	1, 3, 7, 9-10, 14-15, 18, 21-22, 24-27, 30-33, 35-38, 40, 42-45, 48-49, 53-57, 62	21
Content Sports Producer - High School Sports.net	1, 3, 7, 9-11, 14-15, 18, 22, 24, 26-27, 30-33, 35-38, 40, 42-45, 48-49, 54-57, 62	62
Sales Assistant	1, 3, 7, 9-10, 14-15, 18, 22, 24, 27, 30-33, 35-40, 42-45, 48-49, 51, 53-57, 62	39
Sales Assistant	1, 3, 7, 9-10, 14-15, 18, 22, 24, 27, 30-33, 35-40, 42-45, 48-49, 51, 53-57, 62	39
Executive Producer - AM Newscasts	1-3, 6-10, 12-15, 17-18, 21-24, 27, 29-33, 35-38, 40-50, 53-55, 57, 59, 61-62, 64	21
Digital Sales Specialist	1-3, 6-9, 12-15, 17-19, 22-24, 27, 29-33, 35-38, 40-45, 48, 50, 53-55, 57, 59, 61-62	62

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## II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Ashland University 401 College Ave Ashland, Ohio 44805 Phone : 419-289-5064 Url : <a href="http://www.ashland.edu">http://www.ashland.edu</a> Email : <a href="mailto:cardev@ashland.edu">cardev@ashland.edu</a> Fax : 1--- Karen Hagans	N	0
2	Baldwin Wallace College 275 Eastlake Road Berea, Ohio 44017 Phone : 440-826-2101 Email : <a href="mailto:career@bw.edu">career@bw.edu</a> Fax : 1--- Career Center	N	0
3	Bluffton University 1 University Drive Bluffton, Ohio 45817 Phone : 419-358-3030 Url : <a href="http://www.bluffton.edu">www.bluffton.edu</a> Email : <a href="mailto:dicksonk@bluffton.edu">dicksonk@bluffton.edu</a> Fax : 1-419-358-3399 Katherine Dickson	N	0
4	Broadcast Image Group	N	2
5	Bryant & Stratton College 1700 E. 13th Street Cleveland, Ohio 44092 Phone : 216 771 1700 Url : <a href="http://online.bryantstratton.edu/">http://online.bryantstratton.edu/</a> Email : <a href="mailto:jmnelly@bryantstratton.edu">jmnelly@bryantstratton.edu</a> Fax : 1--- Robert Laheta	N	0
6	Bryant & Stratton College 12955 Snow Road Parma, Ohio 44130 Phone : 216-265-3151 Email : <a href="mailto:jcrivera@bryantstratton.edu">jcrivera@bryantstratton.edu</a> Fax : 1-216-265-2362 Jennifer Rivera	N	0

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<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
7	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Email : Fax : Manual posting Career Service	N	27
8	Career Center/Jewish Family 24075 Commerce Park #105 Beachwood, Ohio 44122 Phone : 216-378-3427 Email : ajohnson@JFSA-Cleveland.org Fax : 1--- Andrea Johnson	N	0
9	Case Western Reserve University 10900 Euclid Ave Cleveland, Ohio 44106 Phone : 216 368 4446 Url : <a href="http://www.cwru.edu/">http://www.cwru.edu/</a> Email : employers@case.edu Fax : 1--- Tasha Fryfogle	N	0
10	Central State University PO Box 1004 Wilberforce, Ohio 45384 Phone : 216 431 3423 Url : <a href="http://www.centralstate.edu/index.php">http://www.centralstate.edu/index.php</a> Email : careerservices@centralstate.edu Fax : 1--- Career Services	N	0
11	Central State University-Central Career Services PO Box 1004 Wilberforce, Ohio 45384-1004 Phone : 937-376-6562 Email : careerservices@csu.ces.edu Fax : 1-937-376-6562 Career Counselor	N	0

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12	Chancellor (Myers) University 3921 Chester Avenue Cleveland, Ohio 44114 Phone : 216-325-6936 Email : khigginbotham@chancelloru.edu Fax : 1--- Kelly Higginbotham	N	0
13	Cleveland Career Center 1701 East 13th Street Cleveland, Ohio 44114 Phone : 216-664-4673 ext 386 Email : rhill@city.cleveland.oh.us Fax : 1--- Randy Hill	N	0
14	Cleveland Marketing Job Bank 407 St. Andrews Lane Broadview Heights, Ohio Phone : (440) 877-9736 Email : kblazek@nls.net Fax : Kelly Blazek	N	0
15	Cleveland State University 2121 Euclid Avenue Cleveland, Ohio Phone : (216) 687-5534 Url : <a href="http://csucareerline.erecruiting.com">http://csucareerline.erecruiting.com</a> Email : a.rufyoung@csuohio.edu Fax : Anita Ruf-Young	N	0
16	Cleveland State University 2121 Euclid Avenue Cleveland, Ohio 44115 Phone : 216 687 2233 Email : careers@csuohio.edu Fax : 1--- Career Services	N	0
17	Cuyahoga Community College 700 Carnegie Avenue Cleveland, Ohio 44115 Phone : 800-954-8742 Email : customerservice@tri-c.edu Fax : 1--- Customer Service	N	0



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18	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Url : <a href="http://www.emmabowenfoundation.com/">http://www.emmabowenfoundation.com/</a> Email : <a href="mailto:ebfoundation@cbs.com">ebfoundation@cbs.com</a> Fax : 1-212-975-5884 Sandra Rice	N	0
19	Employee	N	1
20	Employee - KARE	N	1
21	Employee Referral	N	7
22	Graeme Newell's MarketingIdeaNet Jobs 602 Communications – TV Training & Consulting New York, New York Phone : Url : <a href="http://www.vault.com">www.vault.com</a> . Email : <a href="mailto:slizik@602communications.com">slizik@602communications.com</a> Fax : 1--- Career Services	N	0
23	Hiram College P.O. Box 67 Hiram, Ohio 44234 Phone : 330-569-5131 Email : <a href="mailto:careercenter@hiram.edu">careercenter@hiram.edu</a> Fax : 1--- Career Center	N	0
24	Hispanic Link News Service 1420 N. St. N.W. Washington, District of Columbia Phone : (202) 234-0280 Email : <a href="mailto:carlosethispaniclink.org">carlosethispaniclink.org</a> Fax : 1--- Carlos Ericksen-Mendoza	N	0
25	intern at wkyc-tv	N	1
26	International College of Broadcasting 6 South Smithville Rd Dayton Dayton, Ohio 45431 Phone : 937-258-8251 Email : <a href="mailto:zenaicb@aol.com">zenaicb@aol.com</a> Fax : 937-258-8714 Gail Basine	N	0

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27	Kent State University P.O. Box 5190 Kent, Ohio Phone : (330) 672-2360 Url : <a href="http://career.kent.edu/home/index.cfm">http://career.kent.edu/home/index.cfm</a> Email : <a href="mailto:cscjobs@kent.edu">cscjobs@kent.edu</a> Fax : 1-330-672-2057 Robin Pijor	N	0
28	Lorain County Community College 1005 Abbe Rd N Elyria, Ohio 44035 Phone : 440 336 7563 Url : <a href="http://www.lorainccc.edu/">http://www.lorainccc.edu/</a> Email : <a href="mailto:mfield@lorainccc.edu">mfield@lorainccc.edu</a> Fax : 1--- Career Services Center	N	0
29	Lorain County Community College 1005 N. Abbe Road Elyria, Ohio 44035 Phone : 800-995-LCCC Email : <a href="mailto:careers@lorainccc.edu">careers@lorainccc.edu</a> Fax : 1--- College Recruiter	N	0
30	Malone University 2600 Cleveland Ave. NW Canton, Ohio 44709 Phone : 330-471-8321 Email : <a href="mailto:careerdevelopment@malone.edu">careerdevelopment@malone.edu</a> Fax : 1--- Colleen Winney	N	0
31	Marietta College 215 Fifth St Marietta, Ohio 45704 Phone : 740 376 4645 Url : <a href="http://www.marietta.edu/">http://www.marietta.edu/</a> Email : <a href="mailto:iadicicn@marietta.edu">iadicicn@marietta.edu</a> Fax : 1--- Natalie Ladicco	N	0

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32	Media Line P.O. Box 51909 Pacific Grove, California Phone : 408-648-5200 Url : www.medialine.com Email : medialine@medialine.com Fax : 1--- Mark Shilstone	N	0
33	NAACP – Cleveland 2131 Stokes Blvd Cleveland, Ohio Phone : (216) 231-6260 Email : dwilliams@clevelandnaacp.org Fax : 1-216-231-5659 Marlene Ball	N	0
34	Nat'l Federation of Filipino American Associations 1322 18th Street, NW Washington, District of Columbia Phone : 202-986-1153 Email : admin@naffaa.org Fax : 1--- Mr. Jon Melegrito	N	0
35	National Association Of Black College Broadcasters (NABCB) P.O. Box 3191 Atlanta, Georgia Phone : (404) 523-6136 Email : bcrmail@aol.com Fax : 1-404-523-5467 Lo Jelks	N	0
36	National Association of Television Arts & Sciences 3487 Center Road, Suite 6C Brunswick, Ohio Phone : (330) 273-5756 Url : www.nataslgl.org Email : administrator@nataslgl.org Fax : 1-440-546-1903 Dennis Thatcher	N	0

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37	National Council of Negro Women 633 Pennsylvania Avenue, NW Washington, District of Columbia Phone : 202-737-0120 Url : www.ncnw.org Email : cwint@ncnw.org Fax : 1--- Cassandra Wint	N	0
38	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Url : www.nlgja.org Email : info@nlgja.org Fax : 1--- Career Service	N	0
39	Non-Employee Referral	N	14
40	Office of Equal Opportunity 604 Lakeside Avenue, #204 Cleveland, Ohio 44114 Phone : (216) 664-2491 Email : kharden@city.cleveland.oh.us Fax : 1-216-664-3489 Kim Harden	N	0
41	Office of Workforce Development 26301 Curtiss Wright Parkway Richmond Heights, Ohio 44143 Phone : 216-732-2823 Email : sheonkei.Givner@jfs.ohio.gov Fax : 1-216-732-2906 Mone' Givner	N	0
42	Ohio Association of Broadcasters (OAB) 88 East Broad Street, #1180 Columbus, Ohio Phone : (614) 228-4052 Url : www.oab.org Email : oab@oab.org Fax : 1-614-228-8133 Patty -	N	0



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43	Ohio Center for Broadcasting 9885 Rockside Road Suite 160 Cleveland, Ohio 44125 Phone : (216)503-5900 ext 1104 Url : <a href="http://www.funjobsonair.com/">http://www.funjobsonair.com/</a> Email : <a href="mailto:gary@beonair.com">gary@beonair.com</a> Fax : 1--- Gary James	N	0
44	Ohio State School of Journalism 3016 Derby Hall 154 Oval Mall Columbus, Ohio 43210 Phone : 614 292 7055 Email : <a href="mailto:asccareer@osu.edu">asccareer@osu.edu</a> Fax : 1--- Career Services	N	0
45	Ohio University Scripps College of Communications RTVC Building 497 Athens, Ohio 45701 Phone : 740-593-9994 Url : <a href="http://www.ohio.edu">www.ohio.edu</a> Email : <a href="mailto:stewart1@ohio.edu">stewart1@ohio.edu</a> Fax : 1-740-593-0459 Tina Stewart	N	0
46	Online (Unspecified)	N	2
47	Radio & Television News Director Assoc. Job Bank 1600 K Street NW, Suite 700 Washington , District of Columbia Phone : 800-80-RTNDA Url : <a href="http://www.rtnda.org">www.rtnda.org</a> Email : Fax : 1-202-223-4007 Karen Gregory	N	0
48	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Url : <a href="http://www.saja.org">www.saja.org</a> Email : <a href="mailto:saja@columbia.edu">saja@columbia.edu</a> Fax : 1--- Career Service	N	0

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49	Spanish American Committee 4407 Lorain Avenue Cleveland, Ohio Phone : (216) 961-2100 Email : Fax : 1-216-961-3305 Jeff Rivera	N	0
50	Specs Howard School 19900 West 9th Mile Road Southfield, Michigan 48075 Phone : 248-358-9000 Email : kpeters@specshoward.edu Fax : 1--- Katie Peters	N	0
51	Spots N Dots Ohio Phone : 800-978-7635 Email : sales@spotsndots.com Fax : Emily McKay	N	0
52	Talent Dynamics	N	5
53	Television Bureau of Advertising 3 East 54th Street, 10th Floor New York, New York Phone : (212) 486-1111 Url : <a href="http://www.tvb.org/">http://www.tvb.org/</a> Email : tiphany@tvb.org Fax : 1--- Tiphany Jones	N	0
54	The Art Institute of Pittsburgh 420 Boulevard of the Allies Pittsburgh, Pennsylvania Phone : (412) 291-6531 Url : <a href="http://www.aionline.edu/">http://www.aionline.edu/</a> Email : cflood@aai.edu Fax : 1--- Cynthia Flood	N	0

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55	Tvjobs.com Broadcast Employment Services, P.O. Box 4116 Oceanside, California Phone : 800-374-0119 Url : www.tvjobs.com Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark C. Holloway	N	0
56	United Planning Organization 301 Rhode Island Avenue, NW Washington, District of Columbia Phone : 202-238-4627 Url : www.upo.org Email : rparker@upo.org Fax : 1--- Regina Parker	N	0
57	Urban League of Greater Cleveland 2930 Prospect Avenue Cleveland, Ohio Phone : (216) 622-0999 X240 Email : dsantiago@ulcleveland.org Fax : Dorothea Santiago	N	0
58	Ursuline College 2550 Lander Rd Pepper Pike, Ohio 44124 Phone : 440 646 8329 Url : http://www.ursuline.edu/ Email : gsullivan@ursuline.edu Fax : 1--- Gerri Sullivan	N	0
59	Ursuline College 2550 Lander Road Pepper Pike, Ohio 44124 Phone : 440-646-8329 Email : gsullivan@ursuline.edu Fax : 1--- Gerri Sullivan	N	0

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60	Vocational Guidance Services 2239 E 55th St Cleveland, Ohio 44103 Phone : 216 881 6089 Url : Vocational Guidance Services Email : kathypiotrowski@vgsjob.org Fax : 1--- Kathy Piotrowski	N	0
61	Vocational Guidance Services 2239 East 55th Street Cleveland, Ohio 44103 Phone : 216-881-6089 Email : kathypiotrowski@vgsjob.org Fax : 1--- Kathy Piotrowski	N	0
62	wkyc.com/opportunities Ohio Phone : Url : www.wkyc.com/opportunities Email : Fax : Manual posting Career Service	N	21
63	Wooster College 1189 Beall Avenue Wooster, Ohio 44691 Phone : 330 263 2496 Url : http://www.wooster.edu/ Email : lkastor@wooster.edu Fax : 1--- Lisa Kasto	N	0
64	Wooster College Career Services Wooster, Ohio 44691 Phone : 330-263-2496 Email : lkastor@wooster.edu Fax : 1--- Lisa Kasto	N	0
65	www.gannett.com	N	1
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>82</b>



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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>	<b>Points</b>
1	5/21/2011	Establishment of training programs for station personnel	<p>Training is available to employees in all departments. Our goal is to provide training that the employee is interested in and that allow the employee to learn new skills. Skills that can be used in their present job as well as learning skills that will allow them to grow into higher-level positions within the television station and to develop skills for our emerging digital platforms.</p> <p>Formal training programs are conducted within the station to allow employees to improve at their current level and acquire the skills to advance into future higher-level positions.</p> <p>SALES:</p> <p>May, 2011: Get Motivated Speech at the Quicken Loans Arena – 13 sales staff attended.</p> <p>May, 2011: Individual AE training for YAHOO—Two staff members from WGRZ did an overview on how to make proposals to potential clients who purchase YAHOO ad space. Nine WKYC staff were in attendance.</p> <p>June 9, 10, 24 2011: Seven staff members participated in a Media Monitors training session on three different dates. The training was overview of the entire site and resource, how to construct share reports, ad panels, advertising expenditures, ad analysis in order to find data on how we stood competitively in the broadcast market</p> <p>October 17, 2011: Seven sales staff participated in a seminar with the National Association of Broadcasters discussing techniques for selling digital.</p> <p>December 6, 2011: WKYC-TV</p>	65	Sales Dept IC News Dept Tech/Ops Dept	1.00

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**III. RECRUITMENT INITIATIVES**

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			<p>and three employees from other departments participated in the Gannett Social Media sales training conducted by the Gannett Broadcasting Sales Manager, Broadcasting Digital Sales Manager and Local Marketing Manager.</p> <p>January 24, 2012: Yahoo Training Session "Conducting a Needs Analysis" was attended by the entire Sales staff.</p> <p>February 9, 2012: Webinar on Addressing Objections to Integrated Marketing Solutions was attended by five staff members.</p> <p>March 15, 2012: All AE's and Sales Mangers attended a training session on Gannett Local Social Media.</p> <p>March 20, 2012: Nielsen Webinar on Insights into Action: "Home Improvement/Do-It-Yourself" the speaker was the Director Sales Development, Local Media Client Services, Nielson. The webinar was attended by five staff members.</p> <p>April 10, 2012: Fifteen staff members were trained on selling search engine optimization.</p> <p>April 24, 2012: Eight staff members attended a Yahoo Content Targeting training session.</p> <p>May 16, 2012: Pandora Automotive Selling training was attended by eleven staff members.</p> <p>Prime Lingo Software Training: Sales tool for client reporting, qualitative research and overviews. Fourteen Sales staff participated on different dates.</p> <p>June 2, 2011 June 3, 2011</p>			

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## III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
			<p>June 17, 2011 March 8, 2012 March 14, 2012 March 15, 2012</p> <p>IC NEWS:</p> <p>August 16, 2011: LiveU is a mobile device, in backpack, which can be used to go live or feed tape without a truck. Ten staff members attended.</p> <p>August 17, 2011: One employee trained on NX-5 camera and new newsroom systems.</p> <p>August 30, 2011: Weather staff member took an on-line course for National Weather Association Seal.</p> <p>November 10, 2011: Training session on the new digital transmitters for four photographers.</p> <p>January 18, 2012: One staff member attended a Social Media Marketing conference from Skillpath.</p> <p>May 2, 2012: G3 provided Axis graphics training to seventeen staff.</p> <p>TECH/OPS:</p> <p>August 10, 2011: Sony Camera training held for seven employees.</p> <p>Satellite Truck Training: Two employees on different dates. March 24, 2012 March 31, 2012 May 6, 2012 May 9, 2012</p> <p>STO Master Control training: One employee</p>			

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			April 17 through April 20, 2012 April 25 through April 27, 2012			



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2	6/6/2011	Participation in other activities designed by the station employment unit	<p>WKYC conducts stations tours to inform the community of our operations and to offer the opportunity to learn more about the various roles and jobs in broadcasting. Groups ranged from college journalism students to cub scout groups working on their communication badges.</p> <p>June 6, 2011 – High school student from Kirtland High School took a tour of the station as part of his senior project. Q&amp;A included careers in broadcasting.</p> <p>June 29, 2011: 75 college interns as part of Leadership Cleveland took a tour of the building and spoke with the Marketing Director and News Director at the station. Cleveland Leadership Center is a program designed to get the next generation “plugged into” Cleveland as they make critical after-school plans. The goal is to ensure these starting professionals have the information needed to make informed decisions about a career location knowing the pros and cons of Cleveland’s urban core and careers in broadcasting..</p> <p>July 13, 2011: Four (4) student interns came for a tour of the building, watched the morning and noon shows and learned about careers in broadcasting.</p> <p>July 21, 2011: Tour of the station for the Boys and Girls club. A contest was held for the children and the winner got to host a segment of Good Company.</p> <p>July 27, 2011: Cub Scout Pack 374, St. Leo The Great Parish (Old Brooklyn) brought 20 children and their parents to tour the station and watch the news from the control room.</p> <p>July 27, 2011: Approximately 15-20</p>	4	IC News Staff	1.00

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			<p>tour of the building, discussed careers in broadcasting and watched Good Company live.</p> <p>July 27, 2011: Approximately 15-20 people from Cub Scouts toured the building, discussed careers in the industry and watched Good Company live.</p> <p>December 17, 2011: Meteorologist gave a tour of the station, spoke about his job in broadcasting and a mini weather demonstration to a dozen "Cub Scouts" and three "Daises" along with their parents.</p> <p>January 1, 2012: Marketing Director gave a tour to 12 Girl Scouts and 3 parents "Empowering young women in business careers", discussed jobs in the industry and watched a live broadcast.</p> <p>January 19, 2012: Marketing Director gave a tour to 50 people from Young Presidents Organization, they also got a presentation and discussion of jobs in broadcasting from WKYC's President &amp; General Manager.</p> <p>February 26, 2012: Meteorologist gave a tour and counseled a Mentor High School student regarding meteorology as a career. The tour also included an opportunity to watch the Noon Newscast.</p> <p>March 7, 2012: Marketing Director gave a tour to 8 students and 2 adults from MRDD, discussed careers in broadcasting and watched the Noon Newscast live.</p> <p>April 10, 2012: Marketing Director gave a tour to 15 third graders from St. Mary's in Vermillion. They got to watch Good Company and talk about</p>			

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>	<b>Points</b>
			<p>anchors.</p> <p>April 10, 2012: Tour to 10 students from the CMHA's Explorer Program. The watched the Good Company and spent time with our Weather Anchor learning about how he does the forecast and jobs in weather.</p> <p>April 27, 2012: Marketing Director gave a tour to 12 students from University School. They got to watch Good Company and watched a presentation on advertising.</p> <p>May 1, 2012: Tour for the Medina County Career Center. Hosted 4 students and 2 adults for a behind the scenes view of the Noon Newscast followed by a tour of the studios and station. A question and answer session was held with production and on-camera personnel about careers in broadcasting.</p>			
3	7/31/2011	Participation in events or programs sponsored by educational institutions	WKYC's Production Manager participated in the accreditation process for The Ohio Center for Broadcasting. The ACCSC, Accrediting Commission of Career Schools and Colleges an independent agency charged with the accreditation of private schools and colleges. As described, the Production Manager spent 2-3 hours at the school to do an on-site evaluation of their television production program and career pathing options.	1	Production Manager	0.25

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4	11/1/2011	Establishment of training programs for station personnel	<p>Gannett Leadership Program (GLP) WKYC's General Sales Manager and Producer participated in the GLP program.</p> <p>GLP is designed to program managers with the leadership knowledge and skills in four key areas: Building Gannett Leadership Competencies, Engaging Employees, Leading Change, and Leading Innovation. The program provides the opportunity to network and build strong career-based relationships.</p> <p>Other topics included: HBR case study, the Orange Book, and Micheal Roberto's book, Know What You Don't Know: How Great Leaders Prevent Problems Before They Happen. November 1-3, 2011 or November 15-17, 2011 or December 14-17, 2011</p>	2	General Sales Manager Producer	1.00
5	3/12/2012	Establishment of a mentoring program	<p>During the reporting period, a member of WKYC's Sales Staff participated in the Gannett Mentorship Program as a mentee. Her mentor is part of Gannett Production Services. The mentoring program was designed by the Leadership and Diversity Council several years ago to develop and retain top talent.</p> <p>As a mentee, they have the opportunity to build a relationship with a trusted executive within the company focused on providing guidance on business issues and developmental goals.</p> <p>As a mentor or peer, they have the opportunity to perform a valuable role in building a relationship with a talented manager within the company and assisting them as they work on their leadership development.</p>	1	Account Executive	1.00



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6	3/14/2012	Provision of training to management	Senior Human Resources Business Partner conducted a Performance Management training session for six managers.	6	Department Heads & Managers	1.00
7	5/1/2012	Participation in other activities designed by the station employment unit	<p>WKYC - through the Gannett Foundation funded the following during the reporting period:</p> <p>Cuyahoga Community College Foundation – Funding a communications scholarship</p> <p>Kent State University Foundation – Funding in support of a program to train television producers</p> <p>Notre Dame College – Funding to support the institution's journalism program</p>	1	Gannett Foundation Committee	1.00
8	5/2/2012	Establishment of an intern program designed to assist members of the community	<p>WKYC-TV's commitment and dedication to educating future journalists includes reaching out to college students through our internship program. We offered 16 student internships during the reporting period in the following departments: News; Promotion; Metro Mix and Good Company.</p> <p>The students earn academic credit for their participation in the program. Students in the program were from the following universities/colleges: Elon University; Ohio Center for Broadcasting; Arizona State University; University of Akron; Cleveland State University; John Carroll University; Ursuline College; Kent State; Baldwin Wallace and New York University.</p> <p>Selection is based on a formal interview, followed by orientation. Internships last one semester. Information about our program is disseminated in a variety of ways, including our station website, community organizations, job fairs, and college and university guidance offices</p>	4	Internship Coordinators Each Department	1.00

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## III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
9	5/19/2012	Participation in scholarship programs	<p>As a part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, in 2011 we supported the Emma L. Bowen Foundation with a grant from the Gannett Foundation Media Fund.</p> <p>This grant is for the Emma Bowen Foundation for Minority Interests in Media for general support of media diversity initiatives including on-the-job training, mentoring, scholarships and work/study programs. The Emma L. Bowen Foundation was established by the media industry to increase access to permanent job opportunities for minority students.</p>	1	Gannett Foundation Grant	1.00
<b>TOTAL POINTS OVER REPORTING PERIOD:</b>						<b>8.25</b>